



Oxford Cambridge and RSA

Level 3 Cambridge Technical in Digital Media

05875 Unit 25: Research for product development

January and June 2022

PRE-RELEASE

Please write clearly in black ink.

Centre number

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Candidate number

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First name(s)

Last name

Date of birth

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INSTRUCTIONS

- Complete all the parts of the task.
- You will use your findings from this task in the exam.
- You can summarise your findings on the 2 lined pages in this booklet and take it into the exam.
- At the end of the exam, hand in this booklet with your exam paper.

INFORMATION

- This document has **4** pages.

ADVICE

- Keep a clear record of your findings as you work through the task.

Pre-release research brief

Unit 25: Research for product development

Zest Radio is a new public service digital radio provider. Zest's main USP will be promoting content from up and coming British artists. Zest's primary target audience are 16–30-year-old ethnically diverse music fans.

Zest Radio will feature two flagship stations: Universal Zest Radio and Xtra Zest Radio. Universal Zest Radio caters for pop and contemporary fans, and Xtra Zest Radio caters for fans of grime and RnB.

Another USP of Zest Radio is that all its live radio broadcasts will have a simultaneous video stream so that fans can see the studio set-up and the presenters. Video podcasts and vlogs will be released across social media after the live broadcasts to try and increase the reach of the radio station.

You are an intern at Zest Radio. Your job is to help with the research and planning to help make sure that Zest Radio's launch will be a success.

Your research role has three parts:

1. **Gathering information to plan and develop the content of Universal Zest Radio and Xtra Zest Radio.**

The key areas that you should research are:

- Audience requirements
- Broadcast, scheduling and distribution opportunities
- Content of public service radio
- Conventions of public service radio programmes
- Equipment
- Legal and ethical considerations
- Opportunities for synergy
- Regulation of public service radio

2. **The production processes involved in creating the content of Universal Zest Radio and Xtra Zest Radio.**

The key areas that you should research are:

- Contingency plans
- Job roles
- Live radio distribution processes
- Online streaming processes
- Production methods
- Production paperwork
- Recording interviews and live broadcasts
- Risk assessments and recess

3. **Launching Zest Radio.**

The key areas that you should research are:

- Above the line advertising methods
- Below the line advertising methods
- Gaining audience feedback on content and distribution
- Social media marketing of public service radio

